CLAIMS

What is claimed is:

1. A method comprising the steps of:

receiving data concerning an event;

organizing said data concerning an event into a sponsored event management database;

5   generating an event browser display;   said event browser display including said data concerning said event; and

presenting said event browser display to a user.

2. A method as recited in Claim 1, in which said event browser display is disseminated to said user via the Internet.

3. A method as recited in Claim 1, in which said user is an event sponsor who utilizes said event browser display to view information concerning said event.

4. A method as recited in Claim 1, in which said user is an event sponsor who utilizes said event browser display to conduct searches for a multiple listing of events.

5. A method comprising the steps of:

receiving data concerning a sponsor;

organizing said data concerning said sponsor into a sponsor management database;

generating a sponsor browser display; said sponsor browser display including said

5   data concerning said sponsor; and

presenting said sponsor browser display to a user.

6. A method as recited in Claim 5, in which said sponsor display is disseminated to said user via the Internet.

7. A method as recited in Claim 4, in which said user is a property owner who utilizes said sponsor browser display to view information concerning said sponsor.

8. A method as recited in Claim 4, in which said user is an event sponsor who utilizes said event sponsor display to conduct searches using a multiple listing of events.

9. A method comprising the steps of:

receiving a request for proposal from a sponsor;

presenting said request for proposal from said sponsor in an RFP management database;

5   generating an RFP display; said display including said request for proposal; and

presenting said RFP display to a user.

16

10. A method as recited in Claim 9, in which said RFP display is disseminated to said user via the Internet.

11. A method as recited in Claim 9, in which said user is a property owner who utilizes said RFP display to view information concerning said sponsor.

12. A method as recited in Claim 11, including the additional step of:

offering said property owner an opportunity to create and to submit a sponsorship proposal to said sponsor.

13. A method as recited in Claim 12, including the additional step of:

offering said sponsor an opportunity to contact said property owner regarding said sponsorship proposal.

14. A method as recited in Claim 12, including the additional step of:

offering said sponsor an opportunity to accept said sponsorship proposal.

15. A method as recited in Claim 9, including the additional step of:

allowing a user to view a listing of discounted properties.

16. A method comprising the steps of:

organizing data concerning a plurality of events sponsored by a sponsor into a customized sponsorship tool database;

generating a customized sponsorship tool browser display; said customized sponsorship tool display including said data concerning said plurality of events sponsored by said sponsor; and

presenting said customized sponsorship tool display to said sponsor.

5

17. A method as recited in Claim 9, including the additional step of:

targeting an RFP by manually selecting a specific property owner.